

Appl. No. : 10/699,580  
Filed : October 31, 2003

IN THE CLAIMS:

1. (Canceled)

2. (New)

A cart securing and advertising system comprising:

a plurality of cart securing structures configured to be located on a support surface outside of a retail establishment, each of said cart securing structures configured to accept at least two spaced wheels of a cart, each of said cart securing structures comprising a body having a bottom surface and a top surface, a first stop defining a portion of said top surface and a second stop defining a portion of said top surface, said first and second stops having a trough located there between, said trough adapted to accept said at least two spaced wheels of said cart between said first and second stops, said first stop having a first face sloping upwardly over which said pair of wheels of said cart may be rolled and having a second face sloping downwardly towards said trough for engaging said at least two spaced wheels of said cart to prevent said cart from rolling away, said second stop having a first surface sloping upwardly from said trough for engaging said at least two spaced wheels of said cart to prevent said cart from rolling away, and an electronically operated display system, said display system including a display mounted to said first face of said first stop, a power source, and at least one information receiver; and

a base station, said base station including a transmitter configured to transmit information to said receivers of said cart securing structures for display by said displays of said cart securing structures.

*of a Text message*

^

*myB*

**Appl. No.** : 10/699,580  
**Filed** : October 31, 2003

3. (New)

The cart securing and advertising system in accordance with Claim 2 wherein said system includes at least one light detector configured to detect light intensity, and wherein said display systems of said cart securing structures turn off said displays thereof in response to a detected low level of light intensity.

4. (New)

The cart securing and advertising system in accordance with Claim 3 wherein said display system of each cart securing structure includes a light detector.

5. (New)

The cart securing and advertising system in accordance with Claim 2 wherein said receivers of said display systems of said cart securing structures and said transmitter of said base station are configured to transmit and receive information wirelessly.

6. (New)

The cart securing and advertising system in accordance with Claim 2 wherein said display systems of said cart securing structures include a motion detector, said display systems configured to cause said displays of said cart securing structures to display information when motion is detected.

**Appl. No.** : 10/699,580  
**Filed** : October 31, 2003

7. (New)

The cart securing and advertising system in accordance with Claim 2 wherein said display systems of said cart securing structures each include a controller.

8. (New)

A method of securing carts and disseminating information comprising:

locating a plurality of cart securing structures on a support surface outside of a building, each cart securing structure comprising a body having a bottom surface and a top surface, a first stop defining a portion of said top surface and a second stop defining a portion of said top surface, said first and second stops having a trough located there between, said trough adapted to accept at least two spaced wheels of a cart between said first and second stops, said first stop having a first face sloping upwardly over which said pair of wheels of said cart may be rolled and having a second face sloping downwardly towards said trough for engaging said at least two spaced wheels of said cart to prevent said cart from rolling away, said second stop having a first surface sloping upwardly from said trough for engaging said at least two spaced wheels of said cart to prevent said cart from rolling away, and an electronically operated display system, said display system including a display mounted to said first face of said first stop, a power source, and at least one information receiver;

transmitting information from a transmitter of a base station to said receivers of said cart securing structures; and

Appl. No. : 10/699,580  
Filed : October 31, 2003

*a Text message*  
displaying ~~information~~ with said displays of said cart securing structures.

9. (New)

The method in accordance with Claim 8 including the step of detecting an intensity of light adjacent one or more of said cart securing structures and turning off said displays of said cart securing structures if said light intensity is low.

10. (New)

The method in accordance with Claim 8 including the step of detecting an intensity of light adjacent one or more of said cart securing structures and backlighting said displays of said cart securing structures if said light intensity is low.

11. (New)

The method in accordance with Claim 8 including the step of detecting motion adjacent said cart securing structures and displaying said information at said cart securing structure if motion is detected.

**Appl. No.** : 10/699,580  
**Filed** : October 31, 2003

12. (New)

The method in accordance with Claim 8 including the step of transmitting first information to one or more of said cart securing structures and transmitting second information to one or more of the other cart securing structures, whereby the information displayed by the cart securing structures differs.

13. (New)

The method in accordance with Claim 8 including the step of providing a base station and locating that base station inside said building.